



# **Opportunities, Licensing & Technological Innovation: Gaming meets Business at the Hamburg Games Conference 2024**

**Hamburg Kreativ Gesellschaft mbH**

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Hamburg, February 7, 2024:

On March 5 and 6, the Hamburg Games Conference (HGC) will become the meeting point for international games companies and start-ups, as well as all those who want to understand the underlying issues and are aiming for cooperation with games studios. **Remedy Entertainment, Metacore, Thunderful Group, The Sandbox, Animoca Brands, Bigpoint, InnoGames, Sunday, Gamelight, London Venture Partners and Gamesindustry.biz** are joining the HGC with speakers and representatives. The organizers **Gamecity Hamburg, GRAEF Rechtsanwälte and Super Crowd Entertainment** offer impulses for companies and founders with the talk program, roundtables and **MeetToMatch** matchmaking to be able to position themselves strongly in the constantly changing market. Hamburg's First Mayor **Dr. Peter Tschentscher** will give a welcoming address at the HGC. Tickets for companies and start-ups are available at <https://HGC2024.eventbrite.de>.

The program addresses current issues with international speakers on topics such as licensing or the wave of layoffs in the industry.

## **International games experts**

On stage at the Hamburg Games Conference 2024 are **Guido Schmidt**, Associate Executive Producer **Remedy Entertainment** with a talk on "A Healthy Creative Process: Why Planning Stuff During Proof of Concept is a Bad Idea", **Tim Shepherd**, Product Manager **Metacore** on "Learning What Your Players Really Want", **Christoph Sachsenhausen**, Co-Founder & MD **Sunday GmbH** on "The State of Hyper-casual in 2024", **Michelle Zou**, CEO **Bigpoint** on "Bridging East and West: The Power of Transnational Collaboration in the Gaming Industry", **Günay Aliyeva**, Co-Founder **Gamelight** on "How we bootstrapped our Company to \$1 Billion Revenues", **Rachit Moti**, CEO & Co-Founder **Layer** with a talk on "Licensing IP into video games: A risky investment or profitable partnership? ", **Davin Miyoshi**, Co-Founder & Chief Product Officer **Skillprint** with a talk on "Unleashing the Power of AI to Personalize Games".

## **Roundtables and panels on current topics**

In addition to keynotes and talks, the panel "Licensing in Gaming, a Match Made in Heaven?" will discuss how brands can cooperate with games. The panel "How Web3 Enables Creative Freedom in Gaming" is all about user-generated



content. There will also be a roundtable on AI and the legal implications for games studios.

### **Indie Arena Booth Pitch Royal – Applications now open**

Indie devs and start-ups can apply until **February 14** for the **Indie Arena Booth Pitch Royal**, which will be held live on-site on **March 5**. Whoever can convince the expert audience and the jury with their pitch in five minutes will receive a **Small Booth** at the Indie Arena Booth at gamescom 2024. Further information at: <https://bit.ly/HGC24IAB>

In addition to an Advisory Board made up of the companies Sunday, Bigpoint, The Sandbox, InnoGames and 1SP Agency Holding, the sponsors Alibaba Cloud, 4Players, Bytro, Photon, Playa Games, Threacks and Tiny Roar support the HGC.

The program is accessible via <https://www.gamesconference.com/talks-panels-2024/>.

### **Networking and B2B-Matchmaking**

The Altonaer Museum offers all participants a MeetToMatch Café and the opportunity for extensive networking in a welcoming atmosphere. At the extended Expo area in the museum, international companies and game studios will present themselves.

### **Business- and Start-up-Tickets available**

The business ticket for 349 euros grants guests access to the two-day conference program, B2B meetings via MeetToMatch and participation in the get-together on the evening of the first conference day.

Start-up tickets are also available for newly founded companies at a discounted price of 199 euros. Tickets for the Hamburg Games Conference 2024 are available at <https://HGC2024.eventbrite.de>.

All current information on the Hamburg Games Conference is available at [www.gamesconference.com](http://www.gamesconference.com).

### **Cooperation with the German Creative Economy Summit on March 6 and 7, 2024 in Hamburg**

Visitors can also take part in the German Creative Economy Summit in Hamburg on March 7, organized by the Hamburg Kreativ Gesellschaft. All information is available at: <https://german-creative-economy-summit.de/>.



Anyone who purchases a ticket for the Hamburg Games Conference can benefit from a 20% discount on a ticket for the German Creative Economy Summit. If you are interested, please contact [hgc@super-crowd.com](mailto:hgc@super-crowd.com).

**For further information and questions please contact:**

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**About the Hamburg Games Conference**

Since 2010, the annual Hamburg Games Conference has been a key element of the German and international games industry's calendar and one of the most important B2B events for the games sector in Europe.

**About Gamecity Hamburg**

Gamecity Hamburg supports, connects and makes the gaming hub Hamburg visible. The aim is to improve the general conditions for companies and founders of the games value chain in the city, to support them in their further development and to anchor Hamburg in the public perception as one of the leading games locations in Germany. Gamecity Hamburg is the contact point for Hamburg's games funding as well as the Games Lift Incubator and also offers programs, events, and services in close cooperation with the games industry to strengthen local developers. At the same time, the exchange of knowledge within the sector and with other industries is promoted. The promotion of young talent, the development of new formats that activate the strong network of games companies in the city, and internationalization are the focus of the location initiative's activities. Gamecity Hamburg is part of Hamburg Kreativ Gesellschaft.

**About GRAEF Rechtsanwälte**

GRAEF Rechtsanwälte, based in Hamburg and Berlin, is one of Germany's leading law firms in the field of media law, entertainment law and intellectual property. The team around Dr. Ralph Oliver Graef and Dr. Christian Rauda represents leading German and international media companies from the complete value chains of the film industry, the games industry, the publishing industry and the live entertainment industry. In addition, the firm represents "creatives" such as authors, directors, actors, photographers, designers, game developers, etc. in the protection of their creative achievements as well as, in the area of crisis communication, companies and celebrities in the protection of their personal rights.

**About Super Crowd Entertainment**

Super Crowd Entertainment hosts the annual Indie Arena Booth, the world's largest independent developer booth for video games, and together with Hamburg Messe und Congress organizes the community convention Polaris, which last attracted over 27,000 visitors to its colorful halls in



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2023. With the in-house Super Crowd app, events are turned into tangible community events that connect exhibitors and visitors and offer playful content.